

Model Instance Name:
 Medicare Compare Web Sites
 MID: cBIlhVANGskhB8YcgkM1EA==
 Partitioned (Y/N)? Yes



NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: 11/27/2012

Medicare Compare Web Sites					
Model questions utilize the ACSI methodology to determine scores and impacts					
MQ Label	ELEMENTS (drivers of satisfaction)	MQ Label	CUSTOMER SATISFACTION	MQ Label	FUTURE BEHAVIORS
1	Information - Amount Please rate the amount of information provided. <i>Information (1=Poor, 10=Excellent, Don't Know)</i>	16	Satisfaction - Overall What is your overall satisfaction with the compare web site? (1=Very Dissatisfied, 10=Very Satisfied)	19	Recommend How likely are you to recommend the compare web site to someone else? <i>Recommend (1=Very Unlikely, 10=Very Likely)</i>
2	Information - Usefulness Please rate the usefulness of the information provided.	17	Satisfaction - Expectations How well does the compare web site meet your expectations ? (1= Falls Short, 10=Exceeds)		Use Medicare.gov (1=Very Unlikely, 10=Very Likely)
3	Information - Accuracy Please rate your perception of the accuracy of the information on this compare web site.	18	Satisfaction - Ideal How does the Medicare quality compare web site compare to your idea of an ideal comparison web site ? (1=Not Very Close, 10=Very Close)	20	Use Medicare.gov How likely are you to visit Medicare.gov (Medicare's web site) for future Medicare-related needs ? <i>Use Medicare.gov (1=Very Unlikely, 10=Very Likely)</i>
4	Results - Match Please rate how well the results provided match your request . <i>Results(1=Poor, 10=Excellent, Don't Know)</i>			21	Trust - My Best Interests I can count on Medicare to act in my best interests . (=1 Very Unlikely, 10=Very Likely)
5	Results - Relevance Please rate the relevance of the results to your specific needs.			22	Trust - Trustworthy I consider Medicare to be trustworthy . (=1 Very Unlikely, 10=Very Likely)
6	Results - Listing Please rate the listing/ranking order of compare web site results.			23	Trust - Do What Is Right Medicare can be trusted to do what is right . (=1 Very Unlikely, 10=Very Likely)
7	Look and Feel - Appeal Please rate the visual appeal of the compare web site. <i>Look & Feel (1=Poor, 10=Excellent, Don't Know)</i>				
8	Look and Feel - Balance Please rate the balance of graphics and text on the compare web site.				
9	Look and Feel - Readability Please rate the readability of the pages on the compare web site.				
10	Process - Streamline Please rate the how well this web site streamlines the process of finding information. <i>Process (1=Poor, 10=Excellent, Don't Know)</i>				
11	Process - Features Please rate the features available for finding information.				
12	Process - Time Please rate how well this web site minimizes the amount of time needed to get useful information.				
13	Site Performance - Loading Please rate how quickly pages load . <i>Site Performance (1=Poor, 10=Excellent, Don't Know)</i>				
14	Site Performance - Consistency Please rate the consistency of speed from page to page .				
15	Site Performance - Errors Please rate the ability to load pages without getting error messages.				

Model Instance Name:
 Medicare Compare Web Sites
 MID: cBllhVANgskhB8YcgkM1EA==
 Date: 11/27/2012

red & strike-through: DELETE
 underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING

Medicare Compare Web Sites CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
LNH2232		Which Quality Compare Web Site did you use today?	LNH2232A01 LNH2232A02 LNH2232A03 LNH2232A04	Nursing Home Compare Hospital Compare Home Health Compare Dialysis Facility Compare	A, B, C P, Q EE, FF, GG, HH UU, VV	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Compare Web Site
LNH2233	A	What best describes your role in using the Nursing Home Compare?	LNH2233A01 LNH2233A02 LNH2233A03 LNH2233A04 LNH2233A05 LNH2233A06 LNH2233A07 LNH2233A08	Consumer Caregiver (family member or friend) Caregiver (paid) Nursing Home staff member Discharge Planner Researcher Other Health Care Provider Other (please specify:)	D E	Radio button, one-up vertical	Single	Y	Skip Logic Group*	NH Role
LNH2234	E	What other role best describes you while using the Nursing Home Compare?				Text field, <100 char		N	Skip Logic Group*	NH Other_Role
LNH2235	D	Have you ever used information from Nursing Home Compare to inform an internal quality review or improvements ?	LNH2235A01 LNH2235A02	Yes No	F	Radio button, one-up vertical	Single	Y		NH Inform Improv
LNH2236	F	What information did you use? Please be specific about your experience.				Text area, no char limit		N	Skip Logic Group*	NH Information Used
LNH2237	B	What was your primary purpose in visiting Nursing Home Compare today?	LNH2237A01 LNH2237A02 LNH2237A03 LNH2237A04	Choose a Nursing Home for myself or a family member Research Nursing Homes for myself or family members, but not choose one today. Download data about Nursing Homes Other (please specify:)	G, H, I G, H, I M, N P	Radio button, one-up vertical	Single	Y	Skip Logic Group*	NH Purpose
LNH2238	P	What was your other primary purpose in visiting Nursing Home Compare?				Text area, no char limit		N	Skip Logic Group*	NH Other_Purpose
LNH2239	G	How helpful was the information you found on Nursing Home Compare in your choice and research?	LNH2239A01 LNH2239A02 LNH2239A03 LNH2239A04 LNH2239A05	1 = Very helpful 2 3 4 5 = Not very helpful / Very unhelpful	J J	Radio button, scale, no don't know	Single	Y	Skip Logic Group*	NH Helpful
LNH2240	J	What would have made the information more helpful ?				Text area, no char limit		N	Skip Logic Group*	NH More Helpful
LNH2241	H	Does the information on Nursing Home Compare give you a full picture of the quality of the Nursing Homes?	LNH2241A01 LNH2241A02	Yes No	K L	Radio button, one-up vertical	Single	Y	Skip Logic Group*	NH Picture
LNH2242	K	What was most helpful in determining quality?				Text area, no char limit		N	Skip Logic Group*	NH Most Helpful
LNH2243	L	What information should be added to give a more complete picture of quality?				Text area, no char limit		N	Skip Logic Group*	NH Info Added
LNH2244	I	Based on your experience with Nursing Home Compare, how confident are you about choosing a Nursing Home using this information?	LNH2244A01 LNH2244A02 LNH2244A03 LNH2244A04 LNH2244A05	1 = Very confident 2 3 4 5 = Not very confident		Radio button, scale, no don't know	Single	Y	Skip Logic Group*	NH Confident
LNH2245	M	When you accessed the data , did you:	LNH2245A01 LNH2245A02	Download the database from the site. Access the data using data.medicare.gov		Radio button, one-up vertical	Single	Y	Skip Logic Group*	NH Access Data
LNH2246	N	Have you ever used data.medicare.gov to access data?	LNH2246A01 LNH2246A02 LNH2246A03	Yes No, but I know that it's available No, and I didn't know that the data was available through data.medicare.gov		Radio button, one-up vertical	Single	Y	Skip Logic Group*	NH data.medicare
LNH2247	C	Have you ever used another web site to compare Nursing Home quality?	LNH2247A01 LNH2247A02 LNH2247A03	Yes No, but I am aware of other web sites that compare Nursing Home quality. No, and I was not aware of other web sites that compare Nursing Home quality.	O	Radio button, one-up vertical	Single	Y	Skip Logic Group*	NH Another Web site
LNH2248	O	Which web site did you use?				Text area, no char limit		N	Skip Logic Group*	NH Other_Web site
LNH2249	P	What best describes your role in using the Hospital Compare?	LNH2249A01 LNH2249A02 LNH2249A03	Consumer Caregiver (family member or friend) Caregiver (paid)		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Hosp Role

Model Instance Name:

Medicare Compare Web Sites

MID: cBlIhVANgskhB8YcgkM1EA==

Date: 11/27/2012

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

Medicare Compare Web Sites CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			LNH2249A04	Hospital staff member	R, S R, S R, S R, S T					
			LNH2249A05	Physician						
			LNH2249A06	Researcher						
			LNH2249A07	Other Health Care Provider						
			LNH2249A08	Other (please specify:)						
LNH2250	T	What other role best describes you while using the Hospital Compare?				Text field, <100 char		N	Skip Logic Group*	Hosp Other_Role
LNH2251	R	In your visit to Hospital Compare, did you:	LNH2251A01	Review only one measure set or measure.		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Hosp Measures
			LNH2251A02	Review multiple measure sets.						
LNH2252	S	Have you ever used information from Hospital Compare to inform an internal quality review or improvements?	LNH2252A01	Yes	U	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Hosp Inform Improv
			LNH2252A02	No						
LNH2253	U	What information did you use? Please be specific about your experience.				Text area, no char limit		N	Skip Logic Group*	Hosp Information Used
LNH2254	Q	What was your primary purpose in visiting Hospital Compare today?	LNH2254A01	Choose a Hospital for myself or a family member	V, W, X V, W, X BB, CC DD	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Hosp Purpose
			LNH2254A02	Research Hospitals for myself or family members, but not choose one today.						
			LNH2254A03	Download data about Hospitals						
			LNH2254A04	Other (please specify:)						
LNH2255	DD	What was your other primary purpose in visiting Hospital Compare?				Text area, no char limit		N	Skip Logic Group*	Hosp Other_Purpose
LNH2256	V	How helpful was the information you found on Hospital Compare in your choice and research?	LNH2256A01	1 = Very helpful	Y Y	Radio button, scale, no don't know	Single	Y	Skip Logic Group*	Hosp Helpful
			LNH2256A02	2						
			LNH2256A03	3						
			LNH2256A04	4						
			LNH2256A05	5 = Not very helpful / Very unhelpful						
LNH2257	Y	What would have made the information more helpful?				Text area, no char limit		N	Skip Logic Group*	Hosp More Helpful
LNH2258	W	Does the information on Hospital Compare give you a full picture of the quality of Hospitals?	LNH2258A01	Yes	Z AA	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Hosp Picture
			LNH2258A02	No						
LNH2259	Z	What was most helpful in determining quality?				Text area, no char limit		N	Skip Logic Group*	Hosp Most Helpful
LNH2260	AA	What information should be added to give a more complete picture of quality?				Text area, no char limit		N	Skip Logic Group*	Hosp Info Added
LNH2261	X	Based on your experience with Hospital Compare, how confident are you about choosing a Hospital using this information?	LNH2261A01	1 = Very confident		Radio button, scale, no don't know	Single	Y	Skip Logic Group*	Hosp Confident
			LNH2261A02	2						
			LNH2261A03	3						
			LNH2261A04	4						
			LNH2261A05	5 = Not very confident						
LNH2262	BB	When you accessed the data , did you:	LNH2262A01	Download the database from the site.		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Hosp Access Data
			LNH2262A02	Access the data using data.medicare.gov						
LNH2263	CC	Have you ever used data.medicare.gov to access data?	LNH2263A01	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Hosp data.medicare
			LNH2263A02	No, but I know that it's available						
			LNH2263A03	No, and I didn't know that the data was available through data.medicare.gov						
LNH2264	EE	What best describes your role in using the Home Health Compare?	LNH2264A01	Consumer	II KK	Radio button, one-up vertical	Single	Y	Skip Logic Group*	HH Role
			LNH2264A02	Caregiver (family member or friend)						
			LNH2264A03	Caregiver (paid)						
			LNH2264A04	Home Health Agency staff member						
			LNH2264A05	Discharge Planner						
			LNH2264A06	Researcher						
			LNH2264A07	Other Health Care Provider						
			LNH2264A08	Other (please specify:)						
LNH2265	KK	What other role best describes you while using the Home Health Compare?				Text field, <100 char		N	Skip Logic Group*	HH Other_Role
LNH2266	II	Have you ever used information from Home Health Compare to inform an internal quality review or improvements?	LNH2266A01	Yes	JJ	Radio button, one-up vertical	Single	Y	Skip Logic Group*	HH Inform Improv
			LNH2266A02	No						
LNH2267	JJ	What information did you use? Please be specific about your experience.				Text area, no char limit		N	Skip Logic Group*	HH Information Used

Model Instance Name:
 Medicare Compare Web Sites
 MID: cBllhVANgskhB8YcgkM1EA==
 Date: 11/27/2012

red & strike-through: DELETE
 underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING

Medicare Compare Web Sites CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
LNH2268	FF	What was your primary purpose in visiting Home Health Compare today?	LNH2268A01	Choose a Home Health Agency for myself or a family member	LL, MM, NN LL, MM, NN RR, SS TT	Radio button, one-up vertical	Single	Y	Skip Logic Group*	HH Purpose
			LNH2268A02	Research Home Health Agencies for myself or family members, but not choose one today.						
			LNH2268A03	Download data about Home Health Agencies						
			LNH2268A04	Other (please specify.)						
LNH2269	TT	What was your other primary purpose in visiting Home Health Compare?				Text area, no char limit		N	Skip Logic Group*	HH Other_Purpose
LNH2270	LL	How helpful was the information you found on Home Health Compare in your choice and research?	LNH2270A01	1 = Very helpful	OO OO	Radio button, scale, no don't know	Single	Y	Skip Logic Group*	HH Helpful
			LNH2270A02	2						
			LNH2270A03	3						
			LNH2270A04	4						
			LNH2270A05	5 = Not very helpful / Very unhelpful						
LNH2271	OO	What would have made the information more helpful ?				Text area, no char limit		N	Skip Logic Group*	HH More Helpful
LNH2272	MM	Does the information on Home Health Compare give you a full picture of the quality of Home Health Agencies?	LNH2272A01	Yes	PP QQ	Radio button, one-up vertical	Single	Y	Skip Logic Group*	HH Picture
			LNH2272A02	No						
LNH2273	PP	What was most helpful in determining quality?				Text area, no char limit		N	Skip Logic Group*	HH Most Helpful
LNH2274	QQ	What information should be added to give a more complete picture of quality?				Text area, no char limit		N	Skip Logic Group*	HH Info Added
LNH2275	NN	Based on your experience with Home Health Compare, how confident are you about choosing a Home Health Agency using this information?	LNH2275A01	1 = Very confident		Radio button, scale, no don't know	Single	Y	Skip Logic Group*	HH Confident
			LNH2275A02	2						
			LNH2275A03	3						
			LNH2275A04	4						
			LNH2275A05	5 = Not very confident						
LNH2276	RR	When you accessed the data , did you:	LNH2276A01	Download the database from the site.		Radio button, one-up vertical	Single	Y	Skip Logic Group*	HH Access Data
			LNH2276A02	Access the data using data.medicare.gov						
LNH2277	SS	Have you ever used data.medicare.gov to access data?	LNH2277A01	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group*	HH data.medicare
			LNH2277A02	No, but I know that it's available						
			LNH2277A03	No, and I didn't know that the data was available through data.medicare.gov						
LNH2278	GG	In your visit to Home Health Compare, did you :	LNH2278A01	Compare Patient Survey Results for Home Health Agencies		Radio button, one-up vertical	Single	Y	Skip Logic Group*	HH Measures
			LNH2278A02	Compare Quality Measures for Home Health Agencies						
			LNH2278A03	Compare both Patient Survey Results and Quality Measures for Home Health Agencies						
			LNH2278A04	Compare neither Patient Survey Results nor Quality Measures for Home Health Agencies						
LNH2279	HH	When you came to Home Health Compare, were you looking for :	LNH2279A01	Professional Services, such as a nurse or therapist.		Radio button, one-up vertical	Single	Y	Skip Logic Group*	HH Looking For
			LNH2279A02	Custodial Services, such as a companion or home health aide.						
			LNH2279A03	Both Professional Services and Custodial Services.						
			LNH2279A04	Neither Professional Services nor Custodial Services.						
LNH2280	UU	What best describes your role in using the Dialysis Facility Compare?	LNH2280A01	Consumer	XX WW	Radio button, one-up vertical	Single	Y	Skip Logic Group*	DF Role
			LNH2280A02	Caregiver (family member or friend)						
			LNH2280A03	Caregiver (paid)						
			LNH2280A04	Dialysis Facility staff member						
			LNH2280A05	Discharge Planner						
			LNH2280A06	Researcher						
			LNH2280A07	Other Health Care Provider						
			LNH2280A08	Other (please specify.)						
LNH2281	WW	What other role best describes you while using the Dialysis Facility Compare?				Text field, <100 char		N	Skip Logic Group*	DF Other_Role
LNH2282	XX	Have you ever used information from Dialysis Facility Compare to inform an internal quality review or improvements ?	LNH2282A01	Yes	YY	Radio button, one-up vertical	Single	Y	Skip Logic Group*	DF Inform Improv
			LNH2282A02	No						
LNH2283	YY	What information did you use? Please be specific about your experience.				Text area, no char limit		N	Skip Logic Group*	DF Information Used
LNH2284	VV	What was your primary purpose in visiting Dialysis Facility Compare today?	LNH2284A01	Choose a Home Health Agency for myself or a family member	ZZ, AAA, BBB ZZ, AAA, BBB	Radio button, one-up vertical	Single	Y	Skip Logic Group*	DF Purpose
			LNH2284A02	Research Home Health Agencies for myself or family members, but not choose one today.						

Model Instance Name:
 Medicare Compare Web Sites
 MID: cBllhVANgskhB8YcgkM1EA==
 Date: 11/27/2012

red & strike-through: DELETE
 underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING

Medicare Compare Web Sites CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			LNH2284A03	Download data about Home Health Agencies	FFF, GGG					
			LNH2284A04	Other (please specify:)	HHH					
LNH2285	HHH	What was your other primary purpose in visiting Dialysis Facility Compare?				Text area, no char limit		N	Skip Logic Group*	DF Other_Purpose
LNH2286	ZZ	How helpful was the information you found on Dialysis Facility Compare in your choice and research?	LNH2286A01	1 = Very helpful		Radio button, scale, no don't know	Single	Y	Skip Logic Group*	DF Helpful
			LNH2286A02	2						
			LNH2286A03	3						
			LNH2286A04	4						
			LNH2286A05	5 = Not very helpful / Very unhelpful	CCC CCC					
LNH2287	CCC	What would have made the information more helpful ?				Text area, no char limit		N	Skip Logic Group*	DF More Helpful
LNH2288	AAA	Does the information on Dialysis Facility Compare give you a full picture of the quality of Dialysis Facilities?	LNH2288A01	Yes	DDD	Radio button, one-up vertical	Single	Y	Skip Logic Group*	DF Picture
			LNH2288A02	No	EEE					
LNH2289	DDD	What was most helpful in determining quality?				Text area, no char limit		N	Skip Logic Group*	DF Most Helpful
LNH2290	EEE	What information should be added to give a more complete picture of quality?				Text area, no char limit		N	Skip Logic Group*	DF Info Added
LNH2291	BBB	Based on your experience with Dialysis Facility Compare, how confident are you about choosing a Dialysis Facility using this information?	LNH2291A01	1 = Very confident		Radio button, scale, no don't know	Single	Y	Skip Logic Group*	DF Confident
			LNH2291A02	2						
			LNH2291A03	3						
			LNH2291A04	4						
			LNH2291A05	5 = Not very confident						
LNH2292	FFF	When you accessed the data , did you:	LNH2292A01	Download the database from the site.		Radio button, one-up vertical	Single	Y	Skip Logic Group*	DF Access Data
			LNH2292A02	Access the data using data.medicare.gov						
LNH2293	GGG	Have you ever used data.medicare.gov to access data?	LNH2293A01	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group*	DF data.medicare
			LNH2293A02	No, but I know that it's available						
			LNH2293A03	No, and I didn't know that the data was available through data.medicare.gov						
LNH2294		Is this your first time using this Quality Compare Web Site?	LNH2294A01	Yes		Radio button, one-up vertical	single	Y		First Time
			LNH2294A02	No						
LNH2295		What is your age ?	LNH2295A01	Under 18		Radio button, one-up vertical	Single	Y		Age
			LNH2295A02	18-24						
			LNH2295A03	25-34						
			LNH2295A04	35-44						
			LNH2295A05	45-54						
			LNH2295A06	55-64						
			LNH2295A07	65 or older						
			LNH2295A08	Prefer not to answer						
LNH2296		Which of the following best describes the highest level of education you have attained?	LNH2296A01	I have not graduated from high school.		Radio button, one-up vertical	Single	Y		Education
			LNH2296A02	High school graduate						
			LNH2296A03	Some college, trade, technical or vocational training						
			LNH2296A04	College graduate						
			LNH2296A05	Post graduate degree						
			LNH2296A06	Prefer not to answer						
LNH2297		Where did you learn about this Quality Compare Web Site?	LNH2297A01	From a Search Engine		Radio button, one-up vertical	Single	Y	Skip Logic Group	Learn of Web Site
			LNH2297A02	Saw it on the Medicare.gov web site						
			LNH2297A03	Read about it in an article						
			LNH2297A04	Other, please specify	A					
LNH2298	A	Where else did you learn about this?				Text area, no char limit		N	Skip Logic Group	Other_Learn of Web Site
LNH2299		Did you find the information you were looking for?	LNH2299A01	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Did You Find
			LNH2299A02	No	S, T					
LNH2300	S	What information were you unable to find ?				Text area, no char limit		N	Skip Logic Group	Unable to Find
LNH2301	T	What will you do next ?				Text area, no char limit		N	Skip Logic Group	Do Next
LNH2302		What was your experience using the Quality Compare Web Site? (Please select all that apply.)	LNH2302A01	The Quality Compare Web Site met my needs today		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Web Site Experience
			LNH2302A02	Results were not relevant						
			LNH2302A03	Too many results						
			LNH2302A04	Not enough results						
			LNH2302A05	Returned no results						
			LNH2302A06	Got error message(s) / Session timed out						
			LNH2302A07	Speed was too slow						
			LNH2302A08	I encountered a different experience:	F					

Model Instance Name:

Medicare Compare Web Sites

MID: cBllhVANgskhB8YcgkM1EA==

Date: 11/27/2012

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

Medicare Compare Web Sites CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
LNH2303	F	What other experience did you have while using the Quality Compare Web Site?				Text area, no char limit		N	Skip Logic Group*	Other_Web Site Exp
LNH2304		If you could change or improve one thing about the Quality Compare Web Site, what would it be?				Text area, no char limit		N		Improvement